

QUAKERTM
->>> *Est 1877* <<<-

Q-tritionist Social Toolkit

[Facebook](#) | [Twitter](#)

The Q-tritionist Tone

ENCOURAGING

MOTIVATING

HONEST

RELATABLE

The Q-tritionist is like one of your close friends who you trust. They will always be there to support you, but are never afraid to call you out on something. They are motivating but never judgmental. They understand you are your own person, and you have to make your own choices, but are always there to push you to be better.

They simplify the complex and teach by passing on their knowledge and experiences to you. You trust them because they have the life experience and results to back up what they say.

The Q-tritionist Tone

INFORM

They are always ready to share helpful hints and information they learn. You may not use everything they say, but they'll always want you to at least have the information.

SUPPORT

They know how to help. They know what you're up against and are always providing useful tips to continue building towards your goals.

CHALLENGE

They're not going to be too pushy. Instead, they're going to challenge you in a nice, understanding, benefit-oriented way that you can't really say no to.

01 Logo

It's important to apply the Quaker flag logo consistently "and reinforce the brand across all messaging."

THE QUAKER FLAG LOGO



LOGO SIZE



FIXED POSITION



LOGO USAGE



Don't stretch flag logo disproportionately



Don't skew or sheer



Don't crop the top

02 Typography

The Archer type family is our primary brand typeface. It is approachable, simple, and good for everything from flavor names to functional messaging.

ARCHER BOOK

Aa Bb Cc Dd

ARCHER BOOK ITALIC

Aa Bb Cc Dd

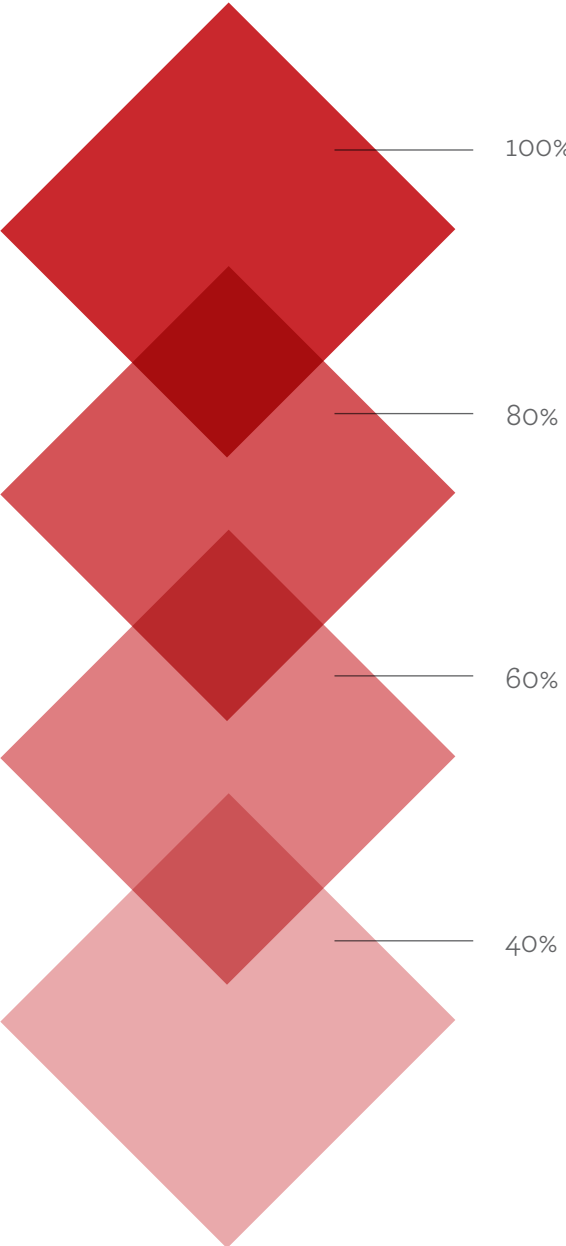
ARCHER BOLD

Aa Bb Cc Dd

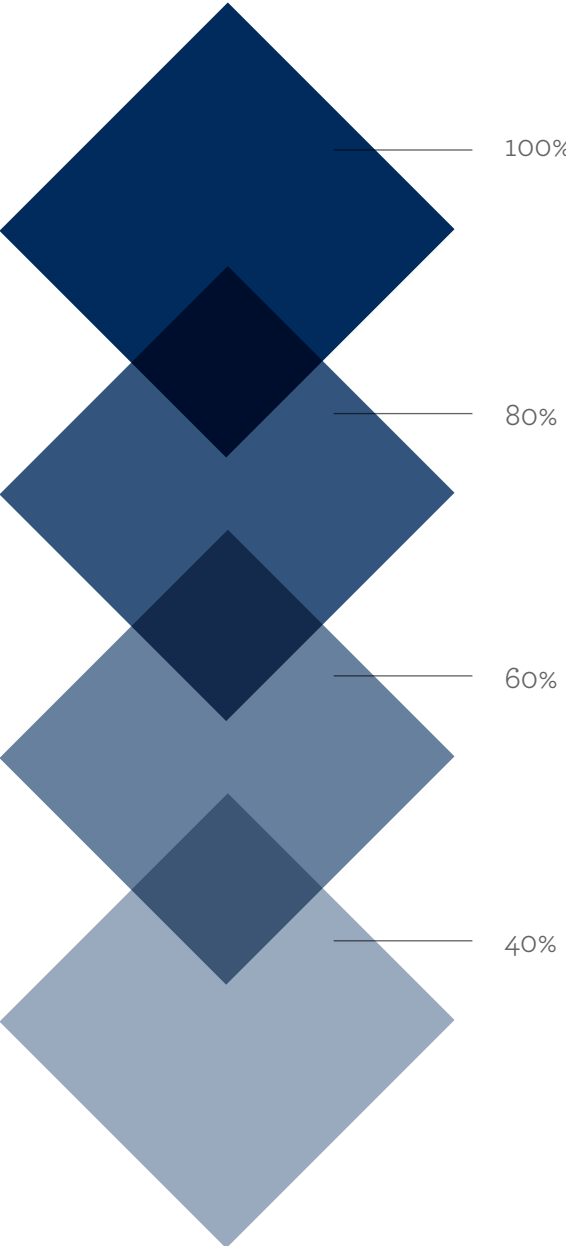
03 Color Palette

The visual language of the Q-tritionist implements the primary Quaker brand colors. Varying opacities should only be used when layering over photography or textured backgrounds.

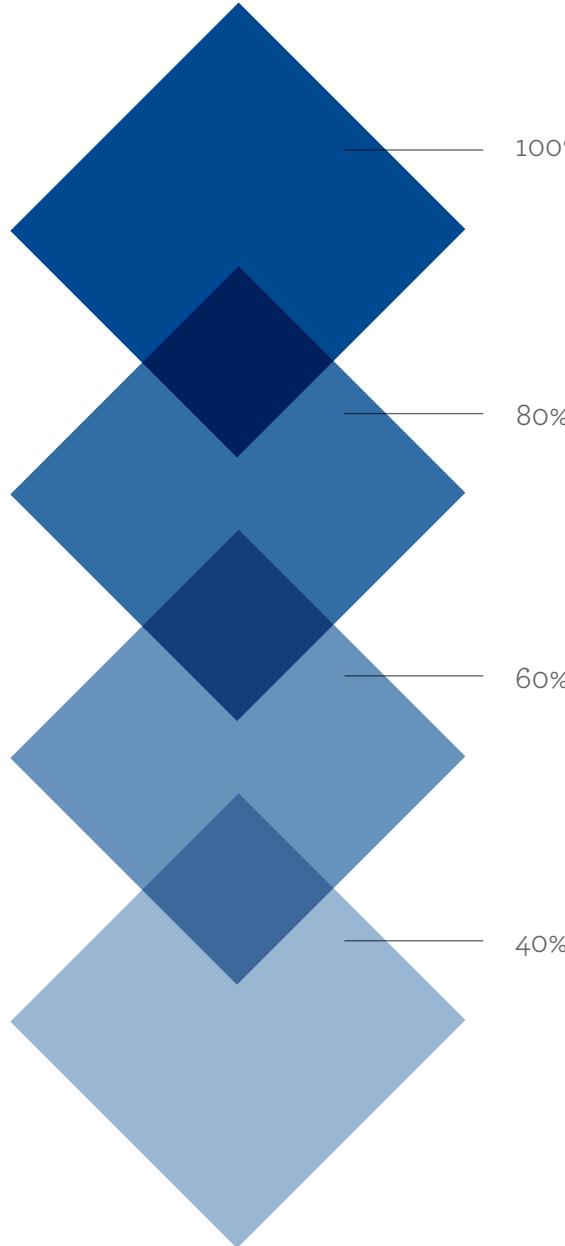
QUAKER RED (RGB: 201,40,45)



QUAKER BLUE 1 (RGB: 0,43,92)



QUAKER BLUE 2 (RGB: 0,73,144)



04 Photography

Use of photography should reflect an active lifestyle, include fresh ingredients and depict a sense of community.



CANDID



FAMILY ORIENTED



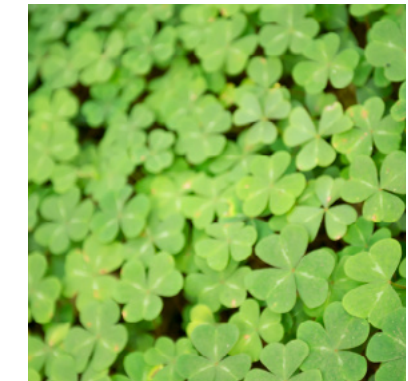
ACTIVE



OATS / TOP DOWN VIEW



BRANDED SKY VISUAL



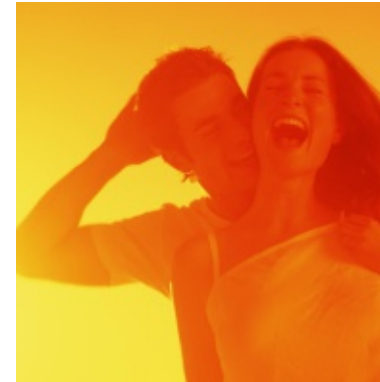
BACKGROUND PATTERN

04 Photography

Use of photography should reflect an active lifestyle, include fresh ingredients and depict a sense of community.



EXTREME CLOSE CROP



HIGH CONTRAST



UNHEALTHY SUBJECT MATTER



STAGED



BLACK & WHITE

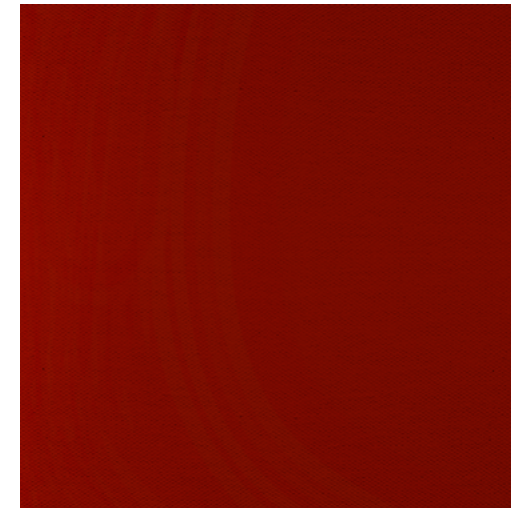


ALTERNATE ILLUSTRATION
STYLE

05 Textures

Textures should remain uniform and relatively simple. They should not overpower or detract focus from the main subject matter.

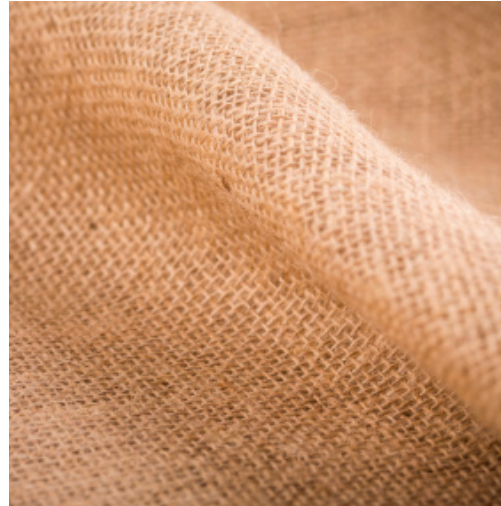
USE EVEN PATTERNS



05 Textures

Textures should remain uniform and relatively simple. They should not overpower or detract focus from the main subject matter.

DON'T USE IRREGULAR PATTERNS

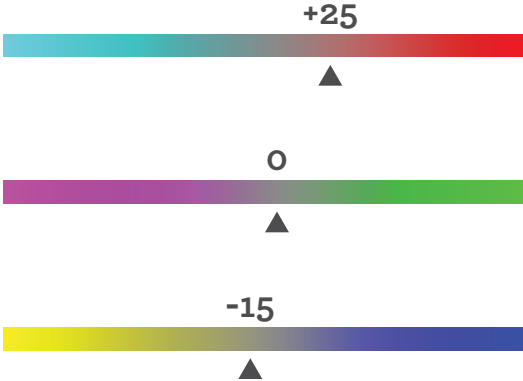


o6 Visual Treatment

To maintain visual continuity, photos and textures should be given the following treatment.

Step 1:
Add the vignette found in the linked PSD file.

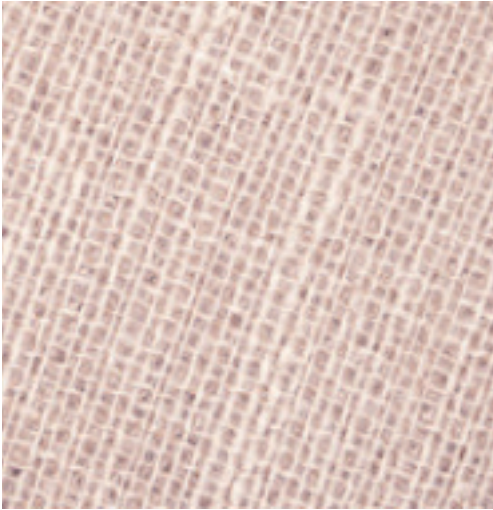
Step 2:
Shift the image color balance as outlined below



ORIGINAL



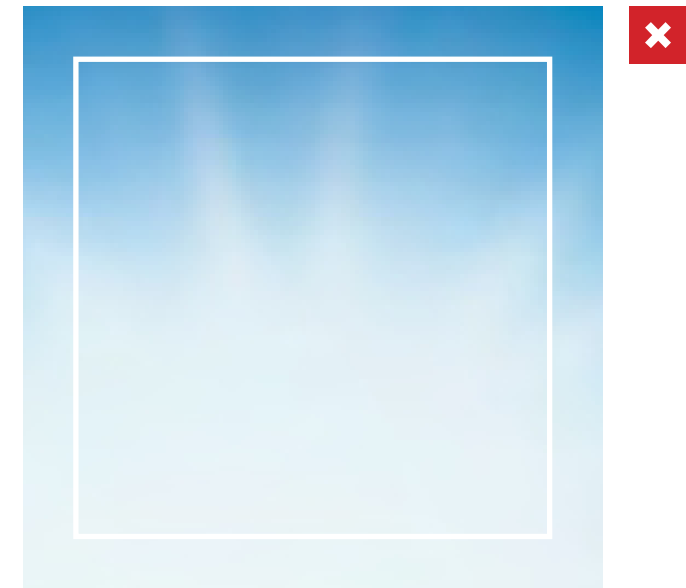
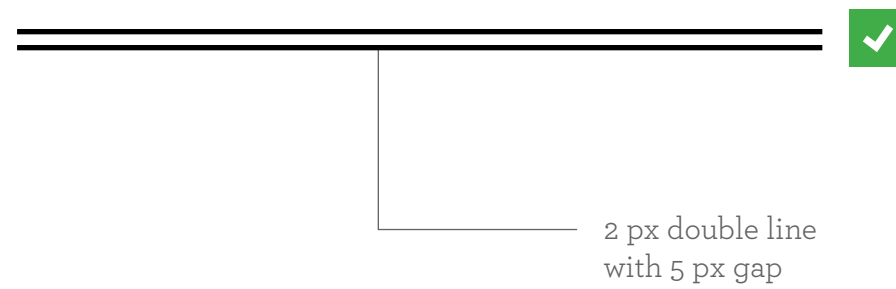
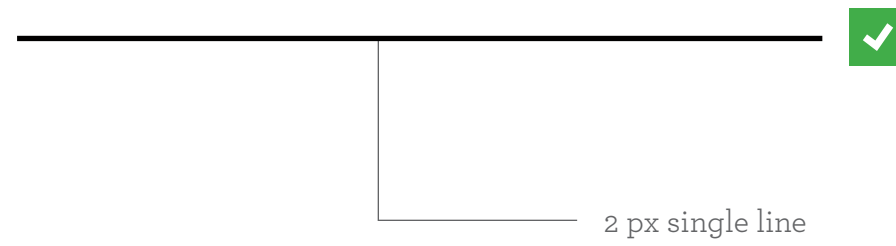
ADJUSTED



07 Linear Rules

Linear rules should be uniform, and should accompany type and/or iconography. They are white and never act as a frame or border.

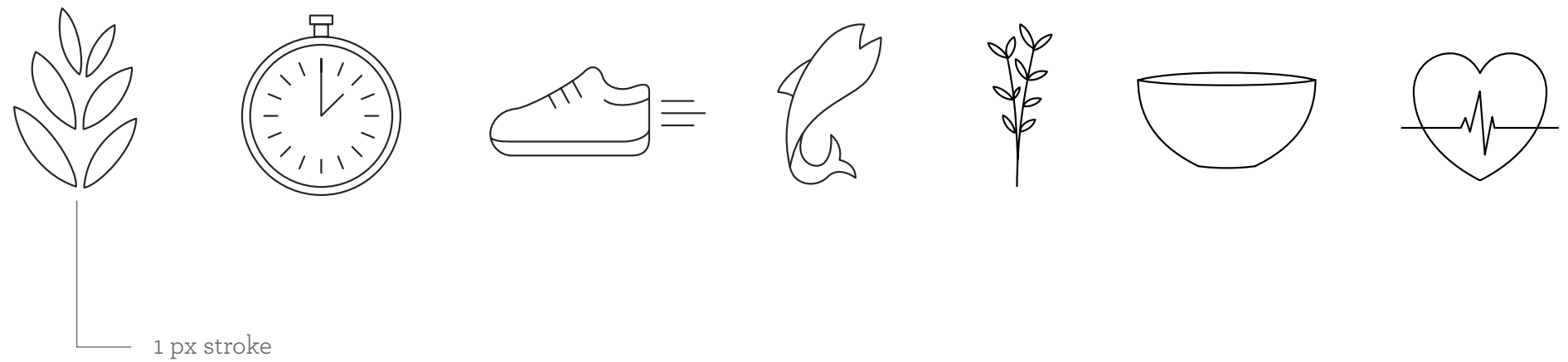
EXAMPLE TREATMENT



08 Iconography

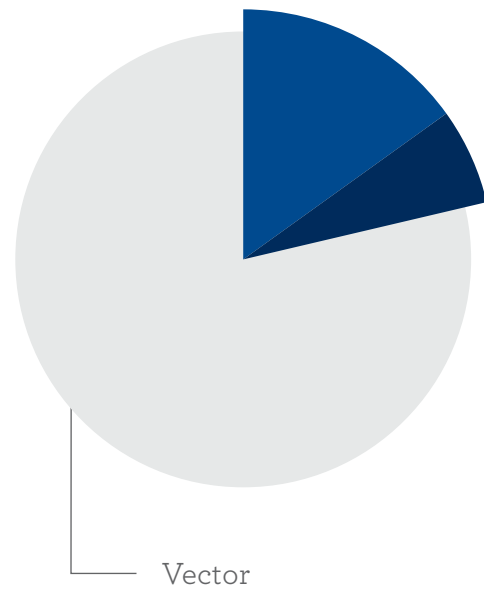
Iconography is to be line art, derived from simple geometric shapes with no fill color. The stroke is always 1px wide. The use of depth or perspective should be limited.

SAMPLE VECTOR ICONS



Percentage infographics (i.e. pie charts) can either utilize flat vector shapes or masked photography. If using masked photography, the images must always be food and directly relate to the post's subject matter.

EXAMPLE INFOGRAPHICS



06 Visual Execution

Treatment A: Icons Only



Icon Composition

- Arranged around geometric shapes (line, triangle, circle, square)
- Center aligned
- Optional addition of '+' symbol and arrows where appropriate

Background

Texture or photography

06 Visual Execution

Treatment B: Icons & Text



Icon Composition
Single row, up to 3 icons

Typography (Fixed Width)

- First line: Archer Book, all caps
- Second line: Archer Book Italic, lowercase
- Third line: Archer Book, all caps

Linear Rules

- Top: double line
- Center: single line
- Bottom: double line

Background
Texture or photography

06 Visual Execution

Treatment C: Icons, Text, & Vector Graphics



Vector Graphics

- Circle shapes
- Quaker Red, Quaker Blue, or white
- 70% opacity

Typography

- Center aligned
- Archer Book, all caps

Icon Composition

- Single icon centered within graphic circle
- Masked stroke reveals background image

Background

Photography only

06 Visual Execution

Treatment D: Photographic Mask & Text



Graphic
Photography & vector combination

Linear Rules
• First line: double line
• Second line: double line

Typography (Fixed Width)
• Top: Archer Book, all caps
• Bottom: Archer Book Italic, lowercase

Background
Texture only

06 Visual Execution

Treatment E: Branded Content



Centered product photo

Linear Rules

- Top: double line
- Center: single line
- Bottom: double line

Typography (Fixed Width)

- Product name: Archer Book Italic
- First line : Archer Book, all caps
- Center line: Archer Book Italic, lowercase
- Third line: Archer Book, all caps

Background

Texture only

07 Example Posts: Fitness/Lifestyle Tips

INFORM



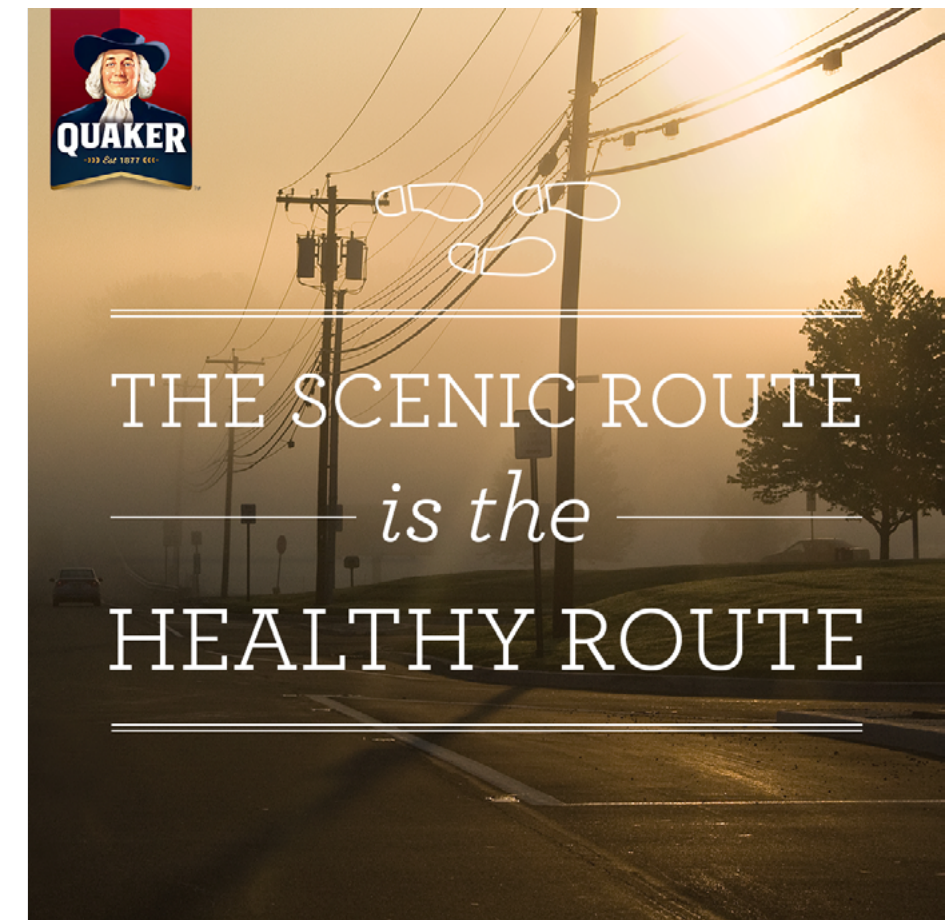
Fuel up for a workout with Quaker. Get an energy boost from our whole grains 30-60 minutes before you exercise.

SUPPORT



Having a hard time getting yourself to the gym? Choose a fitness friend to be your gym buddy. You'll be more likely to go and stay longer.

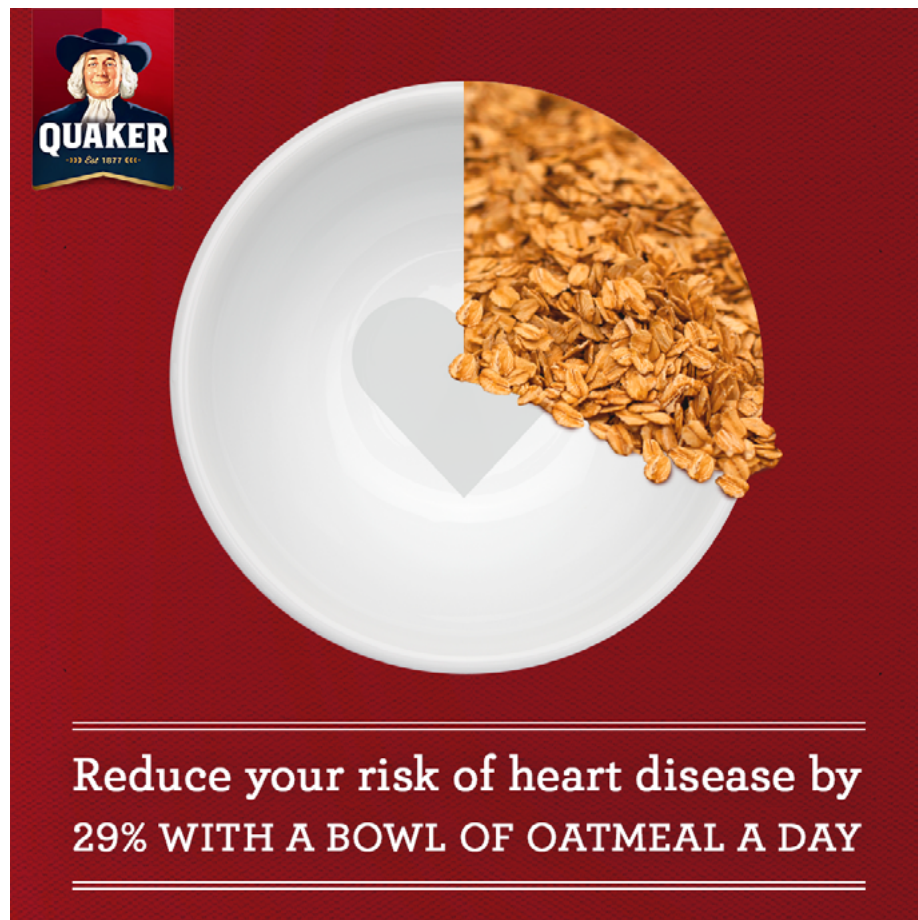
CHALLENGE



Let me off here! Quaker gives you the extra energy to get off the bus or train a stop early and walk the extra distance in the AM. Feel those calories burn.

07 Example Posts: Nutrition

INFORM



With Quaker Oats, you don't have to take the good with the bad. They lower bad cholesterol and leave the good.

SUPPORT



Don't skip breakfast to lose weight. Eating breakfast daily is actually essential to maintain a healthy body weight.

CHALLENGE



Pack a few extra Quaker snacks for work than you think you'll need. They're healthy and help you stay full until lunch.

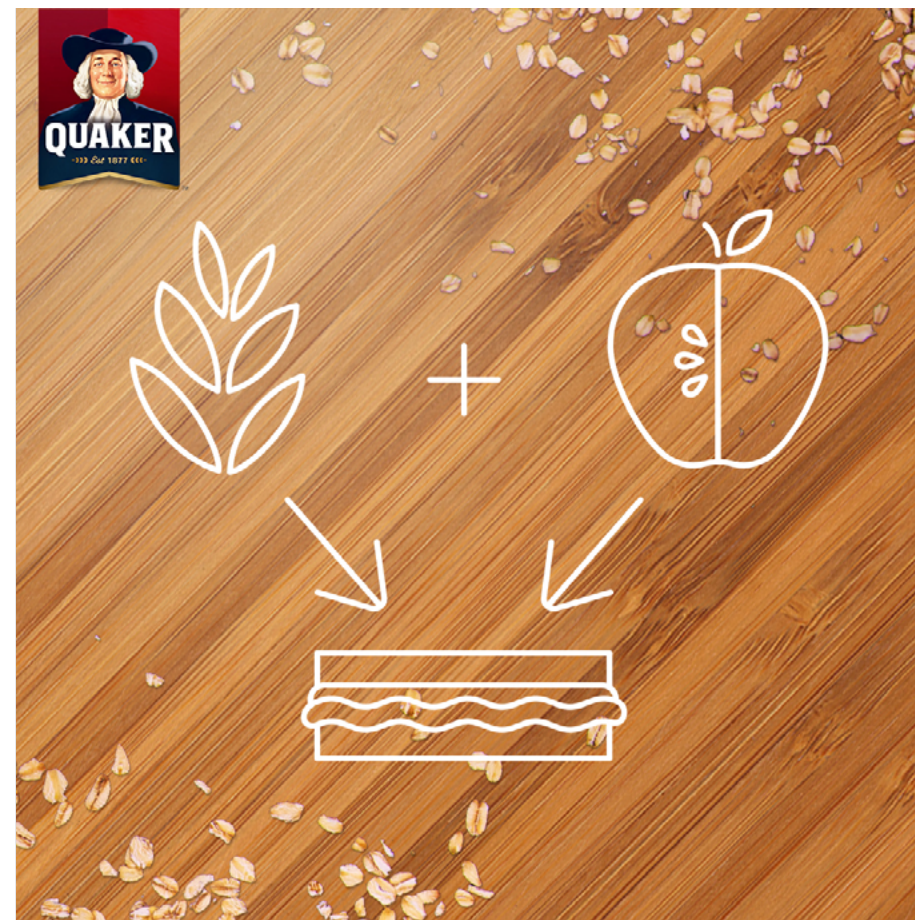
07 Example Posts: Recipes

INFORM



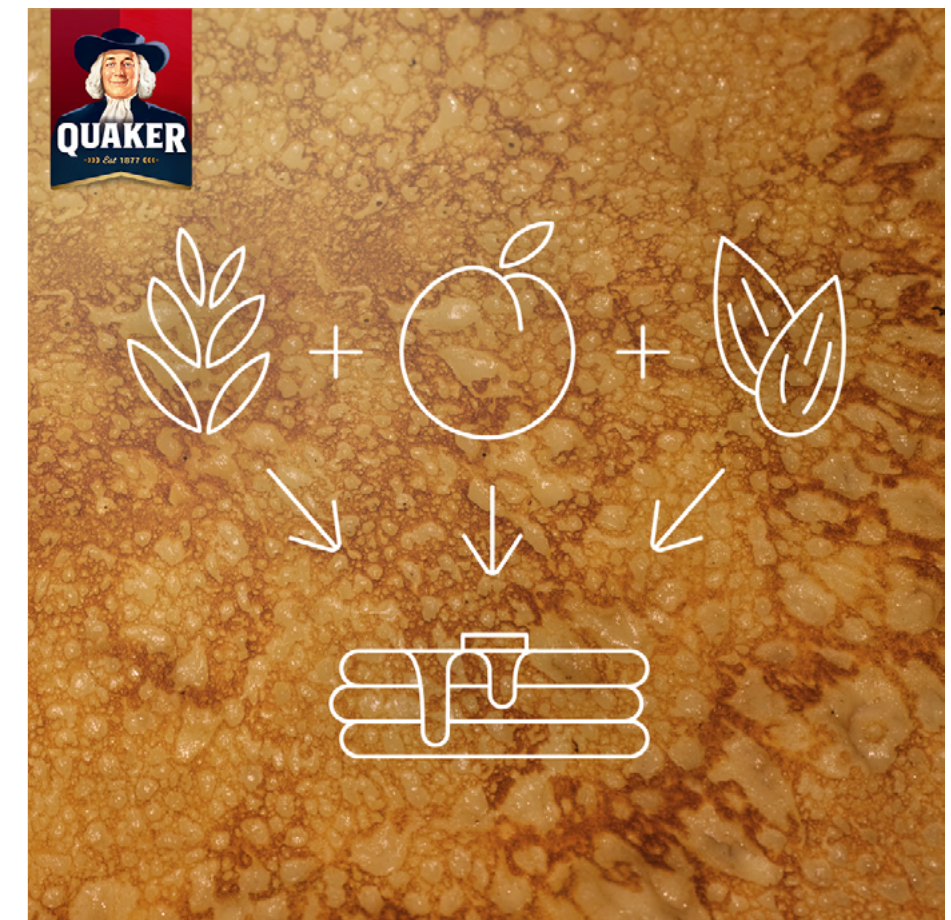
Quaker rolled oats are a great base for the perfect homemade granola. Here's a recipe that will make any day spent outdoors taste great!
[Bit.ly/recipelink](https://bit.ly/recipelink)

SUPPORT



Quick and easy lunch? Check! Add ½ cup of Quaker Oats and ½ cup of diced apples to your PB&J for a fun change of pace.

CHALLENGE



Up your pancake game with Quaker. Check out this recipe for cardamom-scented oatmeal pancakes with apricots and almonds.
[Bit.ly/recipelink](https://bit.ly/recipelink)

07 Example Posts: Branded Posts

INFORM



Quaker® Perfect Portions

MAKE THE MOST
of
A BUSY DAY

Have you tried Quaker's Perfect Portions? They give you the power to pick what's in your oatmeal and energy to make the most of a busy day.

SUPPORT



Quaker® Chewy® Yogurt Granola Bars

MAKE YOUR
mornings
MORE EFFICIENT

Breakfast makes your brain more efficient. And Quaker's Chewy Yogurt Granola Bars make your mornings more efficient.

CHALLENGE



Quaker® Old Fashioned Oats

BE ADVENTUROUS
try
SOMETHING NEW

Today's the day you get adventurous in the kitchen. Make your own breakfast bars with our Old Fashioned Oats.

07 Example Posts: Co-Branded

Local markets may secure relevant partnerships. Partners should be appropriate for the brand with a focus on health, fitness, or nutrition.

CO-BRANDED

@yanofreedhoff: Did you know @QuakerOats are packed w/ antioxidants and are a great way to jumpstart your metabolism in the morning?

@yanofreedhoff is a popular Canadian family doctor and blogger with over 14K Twitter followers.

07 Example Posts: Responses

When responding to consumers please reference page 25 for guidelines. You will find approaches for positive, negative, and neutral situation. The tone and exact content of the response should be tailored accordingly.

RESPONSES

I LOVE my old-fashioned oats. Totally makes me want to eat breakfast.

Agreed! Breakfast is completely irresistible when old-fashioned oats are on the table.

Where can I find a good recipe to spice up my breakfast?

We like your style, @[HANDLEHERE]! We've got plenty. Check our website for recipes galore! [Bit.ly/linkgoeshere](#)

What Quaker products could you suggest for my weight loss regime?

Try out the Perfect Portions! There's no added sugar and you can pick your own serving size. Two wins with one meal.

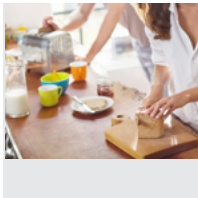
08 Tailor Posts To Situations

<p style="writing-mode: vertical-rl; transform: rotate(180deg);">SEVERITY</p> <p style="writing-mode: vertical-rl; transform: rotate(180deg);">POSITIVE</p> <p style="writing-mode: vertical-rl; transform: rotate(180deg);">NEUTRAL</p> <p style="writing-mode: vertical-rl; transform: rotate(180deg);">NEGATIVE</p>	Severity	<p>Customer Praise</p>	<p>Be gracious Acknowledge their praise humbly.</p>	<p>Be upbeat Extend the conversation and focus on the consumer if it makes sense (e.g. ask about the consumer's experience).</p>	<p>Be engaging Extend the conversation and focus on the consumer if it makes sense (e.g. ask about the consumer's experience).</p>
	<p>Customer Service</p>	<p>Be courteous A cheerful greeting can set the conversation in the right direction.</p>	<p>Be positive Avoid negative phrases like "can't," "don't" or "won't."</p>	<p>Be sincere Actively work to resolve their request. If you don't know, be transparent about it and redirect them to somewhere they can find a resolution.</p>	
	<p>Customer Complaints PR Crisis</p>	<p>Temper your sentiment with theirs If a consumer is upset or hostile, we need to de-escalate the situation with a calm demeanor.</p>	<p>Be as human as possible Authenticity is key when resolving complaints. Avoid canned responses; tailor your words specifically to the details at hand.</p>	<p>Be transparent Keep them updated on progress to let them know you're attending to the issue.</p>	

09 Image Rights Information

It is the responsibility of local markets to secure image rights.

IMAGE REFERENCE NUMBERS | www.gettyimages.com



#164851821



#143385072



#103899552



#73400821



#163635625



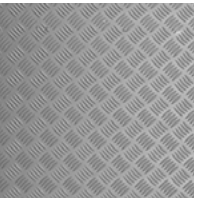
#187377118



#168769097



#454432781



#459261955



#119131170



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